

REMARKS

As Applicant believes that a personal interview would be very helpful in understanding the Patent Office's position on the outstanding rejections, Applicant formally requests a personal interview with the Examiner and her supervisor during which all outstanding issues can be discussed. Applicant's representative will telephone the Examiner to schedule the personal interview.

Claims 1-23 are pending in the present application. By this Amendment, claims 1, 2, 5, 17, and 20 are amended. Also, new claims 21-23 are added to define that the data representing historical interactions with the plurality of previous customers including at least one non-purchaser are client ticket sessions, as discussed throughout the present specification (see for example page 45, lines 4 to 15). No new matter is added.

Applicant respectfully submits that claims 1-20 are patentable for at least the reasons explained in Applicant's August 7, 2007, Response After Final Rejection. It is also respectfully submitted that claims 21-23 are patentable for at least these same reasons and further because there would have been no (obvious) reason for the teachings in the applied Geerlings patent to be modified to include client ticket sessions as defined in the present specification for non-purchasers, such as the complainers discussed in the February 8, 2007, Office

Action.

Applicant notes that an August 20, 2007, Advisory Action was issued in which it is asserted that if “the [cited] portion of Geerlings is read in its entirety, the data that is included in the analyzation includes product [category] interest, i.e., the customer has not purchased this item and is only interested in it [and] Geerlings then uses this information to plan future communication with customers or prospective customers (column 4, lines 60-63)” (see page 2 of the Advisory Action).

Applicant notes that the cited portion of Geerlings reads in its entirety as follows:

“A plan outline/working program 53 is defined as a singular communication with one or more customers or prospective customers.”

However, Geerlings is clearly only referring to communicating with prospective customers. Geerlings does not statistically analyze a collection of data representing historical interactions with a plurality of previous customers including at least one non-purchaser, as required by the present claims. Applicant has amended the claims to make even more clear that at least one of the non-purchasers whose data is analyzed is other than the prospective

customer.

Thus, it is respectfully submitted that this application is in condition for allowance and early notice to this effect is respectfully requested.

Applicant's representative will telephone the Examiner to schedule the above-discussed personal interview. In the interim, should the Patent Office have any questions or comments regarding this matter, the undersigned may be contacted at the below-listed telephone number.

The Patent and Trademark Office is hereby authorized to charge any fees necessary to preserve the pendency of this application, or credit any overpayment to deposit account No. 50-2929, referencing Docket No. P68364.

Respectfully submitted,
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A handwritten signature in black ink, appearing to read 'Abraham HersHKovitz', written over a horizontal line.

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